

1961 INDEX

VOLUME 6, Nos. 1-4

INDEX BY AUTHOR

- BURGER, CHESTER
 Why Haven't PR Agencies Grown?..... *Winter*, p. 17
- COLEN, DON
 Rheum at the Top (Book Review)..... *Spring*, p. 29
 Which Way to Mecca, Jack? (Book Review)..... *Fall*, p. 31
- DALDY, A. CYRIL
 Business and the School Curriculum..... *Summer*, p. 16
- HARRIS, HUNTINGTON
 Community of Interest—A Concept of Public Relations.. *Spring*, p. 2
- HILL, JOHN W.
 The Future of Public Relations (An Interview)..... *Spring*, p. 9
- HODES, ROBERT D.
 Does the Postman Ring Even Once?..... *Fall*, p. 7
- KEPLER, EDWIN C.
 Additional Notes on the Railroad Truckers Case..... *Spring*, p. 27
 The New Scope of Community Relations..... *Winter*, p. 23
 Public Relations Principles Cases and Problems
 (Book Review)..... *Spring*, p. 32
 Uproar in the Social Sciences (Book Review)..... *Summer*, p. 34
 Have You Seen Sam? (Book Review)..... *Fall*, p. 35
- KNITTEL, ROBERT E.
 Executive Talent and Democratic Decisions..... *Summer*, p. 28
- KRIMEL, DONALD W.
 Scanning the Professional Journals..... *Spring*, p. 34
Fall, p. 12
- LYFORD, JOSEPH P.
 Weak Muscles in Corporate Public Relations..... *Summer*, p. 4
- MILLER HAROLD B.
 "I Like People"..... *Fall*, p. 2
- NELSON, WALTER HENRY
 Think Small for the Big Slicks..... *Summer*, p. 21
- PAULSON, ALFRED G.
 Fee Billing: A Return for the Effort Spent..... *Winter*, p. 2
 Cost Accounting for the Public Relations Firm..... *Spring*, p. 19
 Budgeting in the Public Relations Agency..... *Fall*, p. 14

REEF, ARTHUR	
1960 Silver Anvil Awards.....	<i>Spring</i> , p. 36
SAFIRE, WILLIAM L.	
The Fine Art of Leverage in PR Programs.....	<i>Winter</i> , p. 11
SALINGER, PIERRE	
Dealing with the White House (An Interview).....	<i>Summer</i> , p. 9
SIMON, RAYMOND	
The Ivory Tower.....	<i>Fall</i> , p. 26

INDEX BY TITLES

Book Reviews:

ATP Directory of Periodicals.....	<i>Summer</i> , p. 38
Bacon's Publicity Checker.....	<i>Spring</i> , p. 33
Death and Life of Great American Cities.....	<i>Fall</i> , p. 35
Ethics in a Business Society.....	<i>Spring</i> , p. 29
Future of Our Cities, The.....	<i>Fall</i> , p. 35
How to Plan, Produce and Publicize Special Events....	<i>Winter</i> , p. 35
Presidential Power—The Politics of Leadership.....	<i>Winter</i> , p. 31
Public Relations Principles, Cases and Problems.....	<i>Spring</i> , p. 32
Purpose of American Politics.....	<i>Winter</i> , p. 31
Quest for Community, The.....	<i>Summer</i> , p. 34
Sociological Imagination, The.....	<i>Summer</i> , p. 34
State of the States, The.....	<i>Fall</i> , p. 35
Thermonuclear War, On.....	<i>Winter</i> , p. 31
United States in the World Arena, The.....	<i>Winter</i> , p. 31
Working Press of the Nation, The.....	<i>Spring</i> , p. 33

Articles:

ADDITIONAL NOTES ON THE RAILROAD TRUCKERS CASE

Edwin C. Kepler.....	<i>Spring</i> , p. 27
----------------------	-----------------------

BUDGETING IN THE PUBLIC RELATIONS AGENCY

Alfred G. Paulson.....	<i>Fall</i> , p. 14
------------------------	---------------------

BUILDING A BETTER COMMUNITY

A. Cyril Daldy.....	<i>Fall</i> , p. 28
---------------------	---------------------

BUSINESS AND THE SCHOOL CURRICULUM

A. Cyril Daldy.....	<i>Summer</i> , p. 16
---------------------	-----------------------

COMMUNITY OF INTEREST—A CONCEPT OF

PUBLIC RELATIONS

Huntington Harris.....	<i>Spring</i> , p. 2
------------------------	----------------------

COST ACCOUNTING FOR THE PUBLIC RELATIONS FIRM

Alfred G. Paulson.....	<i>Spring</i> , p. 19
------------------------	-----------------------

DEALING WITH THE WHITE HOUSE

Pierre Salinger (An Interview).....	<i>Summer</i> , p. 9
-------------------------------------	----------------------

36	DOES THE POSTMAN RING EVEN ONCE?	
	<i>Robert D. Hodes</i>	Fall, p. 7
11	EXECUTIVE TALENT AND DEMOCRATIC DECISIONS	
	<i>Robert E. Knittel</i>	Summer, p. 28
p. 9	FEE BILLING: A RETURN FOR THE EFFORT SPENT	
	<i>Alfred G. Paulson</i>	Winter, p. 2
26	FINE ART OF LEVERAGE IN PR PROGRAMS, THE	
	<i>William L. Safire</i>	Winter, p. 11
	FUTURE OF CORPORATE PUBLIC RELATIONS, THE	
	<i>John W. Hill (An Interview)</i>	Spring, p. 9
	"I LIKE PEOPLE"	
38	<i>Harold B. Miller</i>	Fall, p. 2
33	INDEX, VOL. 5, 1960.....	Winter, p. 36
35	IVORY TOWER, THE	
29	<i>Raymond Simon</i>	Fall, p. 26
35	NEW SCOPE OF COMMUNITY RELATIONS, THE	
35	<i>Edwin C. Kepler</i>	Winter, p. 23
31	SCANNING THE PROFESSIONAL JOURNALS	
32	<i>Donald W. Krimel</i>	Spring, p. 34
31		Fall, p. 12
34	SILVER ANVIL AWARDS	
34	<i>Arthur Reef</i>	Spring, p. 36
35	THINK SMALL FOR THE BIG SLICKS	
31	<i>Walter Henry Nelson</i>	Summer, p. 21
31	WEAK MUSCLES IN CORPORATE PUBLIC RELATIONS	
33	<i>Joseph P. Lyford</i>	Summer, p. 4
	WHY HAVEN'T PR AGENCIES GROWN?	
	<i>Chester Burger</i>	Winter, p. 17

INDEX BY SUBJECT MATTER

14	AGENCIES.....	Winter, p. 17
28	BUDGETING AND ACCOUNTING.....	Winter, p. 12;
		Spring, p. 19; Fall, p. 14
16	COMMUNITY RELATIONS.....	Winter, p. 23; Fall, p. 28
	CORPORATE RELATIONS.....	Summer, p. 4, 16, 28
	DIRECT MAIL.....	Fall, p. 7
p. 2	EDUCATION.....	Fall, p. 26
	MEDIA.....	Summer, p. 21
19	PROFESSIONAL PR.....	Winter, p. 1; Spring, p. 2, 27; Fall, p. 2
	SILVER ANVIL AWARD SECTION.....	Spring, p. 30
p. 9	SOCIAL SCIENCES.....	Spring, p. 34; Summer, p. 34; Fall, p. 12